

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BMT3014 – MARKETING RESEARCH METHODS

(All sections / Groups)

27th OCTOBER 2017
9.00 a.m. to 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 1 page with 5 questions.
2. Answer **ALL** questions. Marks distribution for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer ALL questions.

Question 1

Discuss the SIX stages of the marketing research process with reference to a research project that you are currently undertaking.

(20 marks)

Question 2

Explain the basic marketing research designs – Exploratory, Descriptive and Causal. Discuss their objectives, characteristics and methods.

(20 marks)

Question 3

Discuss FOUR limitations of experimentation in marketing research.

(20 marks)

Question 4

Discuss the primary scales of measurement – nominal, ordinal, interval and ratio scale with relevant examples.

(20 marks)

Question 5

- a. Discuss the difference between a census and a sample. (5 marks)
- b. Elaborate the FOUR types of Probability Sampling. (15 marks)

(Total: 20 marks)

End of Question Paper.